



SITE COORDINATOR MANUAL

2018 EDITION

**ARIZONA COMMISSION FOR
POSTSECONDARY EDUCATION**

*...expanding access and increasing success
in postsecondary education for Arizonans*

Dear Site Coordinator,

Congratulations on your choice to become a College & Career Goal Arizona school by participating in the Arizona College Application Campaign (AzCAC). AzCAC is part of a national initiative, the American College Application Campaign by the American Council on Education to increase the number of first-generation and low-income students who pursue a postsecondary education. The purpose of this initiative is to help high school seniors navigate the college admissions process and ensure each participating student submits a viable postsecondary application with support from counselors, teachers, access groups, college or university representatives, and other volunteers. Participation in College Goal FAF\$A and FAFSA completion is encouraged to help support students as they transition from high school seniors to postsecondary education experience.

In the following pages, you will find some helpful documents, best practices, and other examples that you may use to plan and execute your event. Each high school is unique, and as such each AzCAC event will also be unique, but we hope you glean some good ideas from successful programs throughout the state and the country and find a combination that will work the best for your school, your students, and your efforts to create a college going culture within your student body.

We wish you a very successful Arizona College Application Campaign event!

Warmest Regards,

The Arizona Commission for Postsecondary Education

Contact Information:

Michelle Sarumova
Program & Agency Operations Director
Phone (602)258-2435 ex: 101 | Fax (602)258-2483
msarumova@azhighered.gov

April Osborn
Executive Director
Phone (602)258-2435 | Fax (602)258-2483
aosborn@azhighered.gov



AzCAC Site Coordinator Manual

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Arizona College Application Campaign Site Coordinators can find an electronic version of this manual, the Appendix, and many other valuable resources, trainings, and AzCAC materials at <https://collegegoal.az.gov/coordinator-resources>.

SECTION 1: INTRODUCTION

Welcome to Arizona College Application Campaign!

Background: The ACAC initiative began in 2005, in a single GEAR UP North Carolina high school in Chatham County. By 2014, the American College Application Campaign had participation in all 50 states; in 2016 over 740,000 college applications nationwide were submitted by seniors participating in their state's college application campaign.

Arizona College Application Campaign: In 2013, the public universities in Arizona asked the Arizona Commission of Postsecondary Education (ACPE), to take on this program for the state. ACPE ran a pilot that same year with eight Title I high schools with a high need for college readiness planning. We have continued to grow and in 2016 had 16,271 student participants at 54 high schools around the state, 91% of which were Title I schools. In 2017 we had 67 high schools, 87% Title I, serving over 20,000 students. AzCAC is now a thriving part of the College and Career Goal Arizona program (C²GA), which includes programmatic pieces to support students while they fill out and submit a FAFSA and provides student-level FAFSA completion data to high schools via FAFSA Finish Line. There is no participation fee or cost to join AzCAC although success is heavily reliant on school buy-in and the ability for the site coordinator to absorb the hours required for planning and implementation.

College and Career Goal Arizona

www.collegegoal.az.gov

www.facebook.com/collegegoalarizona • www.twitter.com/collegegoalaz

American College Application Campaign

www.acenet.edu/acac

www.facebook.com/americancac • www.twitter.com/american_cac

SECTION 2: SITE COORDINATOR PLANNING

Joining Arizona College Application Campaign

Arizona has a robust, statewide program with partnerships in districts from Teec Nos Pos to Yuma, and Kingman to Douglas. Participating schools are encouraged to hold their College Application Campaign in November; however, some have found success hosting their event slightly earlier in the fall. Many schools have found success with one week for activities promoting the event followed by several days used for completing applications. The ACPE encourages all site coordinators to plan their event in a way that will work with their individual school demographics, geography, and resources. Part of the success of AzCAC is that coordinators have the flexibility to tailor the program to best serve their school schedule, culture, and student population.

Responsibilities of Participating High Schools /Districts

Site Coordinator Role and Responsibility

Each high school will identify a site coordinator, typically a high school counselor or assistant principal, who will be responsible for implementing the program at their school. ACPE will provide the tools and resources that participating high schools can customize for their event. In addition to higher education professionals and college access program staff you will need volunteers. Volunteers are a critical component of any school's College Application Campaign event. ACPE provides training modules for volunteers that site coordinators may use. A good pool of volunteers to draw from for your event are teachers or school staff, parents/PTA, alumni students, community groups, or local businesses.

School Buy-In

Based on feedback from previous AzCAC campaigns, **the schools with the most success during Arizona College Application Campaign had strong support and buy-in from the administration**, as well as support from the school district. Engaging teachers and other staff to help with pre-event activities and application events also created a more successful event. Using student government representatives or other peer-to-peer mentors throughout the process was reported as very positive from several school sites.

High schools implementing a successful College Application Campaign event at their school will include the following as part of their event:

- ✓ **A school team** comprised of counselors, staff and community members with support from the school administration and district.
- ✓ **An event scheduled during the school day** for all seniors to complete and submit one application for a postsecondary experience. Vocational/trade schools and military service are considered postsecondary experiences. Schools should focus on engaging first-generation students, low-income students, and students who may otherwise not consider applying to college. Computer rooms or labs must be used for this program as many Colleges/universities only offer their applications online.
- ✓ **Support from your team** to help ensure that students are prepared. Have them encourage seniors to complete a Pre-Application Worksheet (available on our website under "Site Coordinator Resources") to help them collect required information for submitting an application.

- ✓ Involvement of local community, families, and others through volunteer opportunities, information letters, and advertising campaigns and marketing efforts.
- ✓ **ACPE has accurate Campaign dates for your school;** we maintain an online calendar used by colleges and universities to schedule personnel. If there are date changes, please update the Commission.
- ✓ Execute an energy-filled Campaign where students bring their Pre-Application Worksheet, apply for at least one postsecondary education experience, complete the online student report, and then submit an entry for a prize drawing.
- ✓ Incentives (drawings, celebrations, etc.) to encourage students to submit the student exit report after they complete their applications; this short questionnaire is used to generate a school summary and will be available to you a few days after the school completes their campaign.
- ✓ A make-up day for students who either were absent or need to complete their application.
- ✓ A Follow-up with students after the event to ensure submitted applications are complete: transcripts, college entrance exam scores, application fees, etc.
- ✓ Reminding students to submit a FAFSA, either through College Goal FAFSA programs at your high school or nearby sites.
- ✓ Creating a college-going culture within the school through a variety of approaches – some suggestions are included in this guide.

Implementing the Arizona College Application Campaign

State Coordinator

The state coordinator for Arizona College Application Week is Michelle Sarumova at the Arizona Commission of Postsecondary Education, msarumova@azhighered.gov, 602-258-2435 x101.

Technical Assistance & Training

Webinars/training modules that provide assistance and information on best practices will be available throughout the fall. Our website, www.collegegoal.az.gov, will be regularly updated with additional information.

Branding

College Application Campaign is not a school-specific program, although implementation is done at a school level. This is a statewide program working under a national umbrella. ACPE will provide each participating site with banners, wristbands, and stickers. As schools plan and execute their own advertising, marketing, and communication we encourage you to use the College Application Campaign logo in addition to school or district logos.

Building a Team

College Application Campaign programs held at participating high schools are collaborative events. Engaging partners from the local community is highly recommended. Leveraging partnerships with community organizations, PTA and other parent/family groups, student clubs or honor societies, teachers, college readiness personnel within your school/district that serve your area will provide much needed volunteer hours, increase success, and generate additional ideas. Keep in mind when planning for your event, that you should follow all district and school policies regarding non-school personnel visiting, volunteering, or otherwise assisting with your school's program.

School Team: Key Topics for your Planning and Timeline

As outlined above, a team comprised of a variety of stakeholders is extremely effective in creating support and buy-in for your school's event. There are a variety of topics that can be and should be discussed with your team.

Some of the key topics that should be discussed are:

- What are the specifics of the College Application Campaign events
- Responsibilities of the team
- Date(s) for the event
 - Official Arizona Dates: November 2017 (can be changed to fit school event calendars)
- Communication strategy
 - Student, parents, school staff, community
 - Marketing, phone, and email blasts, letters, press releases, social media
 - Mayoral and/or District proclamation
- Pre-Application events – ensuring students are prepared
 - Legal name / Social Security Number
 - Dual Enrollment
 - IT: Ensure browsers updated, no application sites blocked by firewall
 - Promoting application events to students (preparation / expectations)
- Pre-Application events – creating or enhancing a college-going culture
 - College and University posters in hallways / Door decorating contest
 - Assembly/kickoff event
 - School-wide awareness activities
 - Peer-to-peer assistance (SBO's, etc.)
- Recruiting volunteers for the initiative
- Engaging volunteers
 - District/school rules regarding volunteers
 - Training
- Evaluation and data collection
 - Student exit summary report
 - Using data for follow-up and program evaluation
- Application follow-up – ensuring the college and financial aid processes are completed

After your College Application Campaign event, your school team should meet to debrief on the successes and challenges of the current year's initiative – feel free to use the topics above to guide the discussion. The debrief meeting should occur as close to the conclusion of your school's event as possible. By quickly assessing what worked and what areas need improvement, your school team can get a jump-start on planning for next year's program and create an action plan to follow-up with participating students who need to complete the college application and financial aid application processes.

SECTION 3: PRE-EVENT AWARENESS & ACTIVITIES

Preparing and Implementing a College Application Event

There are a variety of activities that high school site coordinators can do prior to, during, and after your AzCAC event to ensure it is successful and meaningful for participating students. These activities are outlined below and editable Microsoft Word templates are in the Appendix.

Pre-event Activities: Creating a College-Going Culture and Getting Students Prepared

There are several activities that schools participating in the College Application Campaign program can do prior to the event in order to prepare students for the event and to generate enthusiasm and support for the program, both within the high school and in the community. This section of the manual focuses on pre-event activities that high school site coordinators are encouraged to utilize as they plan for the program.

- Pre-Application Worksheet for students
- Arizona College Application Campaign Folder/Packet for Students
- Information Letters
- Phone or Email Blast
- Sample Press Release
- Mayoral Proclamation
- School District Proclamation
- Other Pre-Event Activities (posters, college gear day, door decorating contest, etc.)

During your College Application Program

You have completed all of the planning for your College Application Campaign program and due to the pre-event activities, your students are prepared and the community is engaged in this exciting initiative. Use these activities and resources to help make your event a success!

- Volunteer Tasks
- Student Instructions on Day of Event
- “I Applied...What’s Next?” Handout for Students
- Reminders for College Goal FAFSA Event

After your College Application Program

Congratulations! You have successfully implemented a College Application Campaign program for your students and started them on the pathway to enrolling in a postsecondary experience next fall. After the event it is important to thank volunteers that assisted you in the process, communicate to the community and the State Coordinator about your successes, and update your school team. The following templates are provided to assist you with those efforts.

- Volunteer Thank You Letters
- Post-Event Press Releases

As we all know, the journey to successfully enrolling in postsecondary education does not end with the submission of a college application. There are several more steps that each participating student will need to complete over the next few months including, but not limited to, submitting college admissions test scores, submitting transcripts (current and final), completing and submitting a FAFSA, and submitting recommendation letters. As such, it is important that your team implement a plan to follow-up with participating students.

Pre-event Activities

Creating a College-Going Culture: Preparing Students for Application Event

Samples of the following materials are included in this manual, common uses for each are detailed below. The editable Microsoft Word documents are included in the Appendix.

Pre-College Application Activity

This activity is an opportunity for students to collect some of the most common information asked on college applications prior to the event. Ensure students have this well in advance of the College Application event so they can ask any questions they may have before they apply.

College Application Week Folder/Package

A simple College Goal Arizona file folder/package for each student, this has become a popular way to make sure students have all the correct information in one place. It is created for each student with their name on it, their current transcript inside, and copies of all AzCAC worksheets, informational documents, College Goal FAF\$A reminders, and instructions for the day, as well as places for students to write down their username and passwords for college or university applications, and high school and statewide hashtags and social media accounts. Students receive their folder either at their senior ECAP planning meeting with a counselor, or when they check in to the computer lab the day of the event. The folders are theirs to keep and refer back to throughout their senior year. Templates for all labels are part of the Appendix to this Manual.



Getting the Message to Parents

If your school is able to send out automatic phone or email blast messaging utilize that technology for your Arizona College Application Campaign. Below are some examples of phone and email blasts, but feel free to make the words your own. If you are able to include attachments on an email blast, it would be a good idea to include the Pre-Application Activity, which can be found on our website, www.collegegoal.az.gov.

Phone Blast Message Example

This is a friendly reminder that (Name of High School) will be hosting a College Application event on (Date(s) of event) to encourage all seniors to apply to at least one college, university, or other postsecondary experience if they haven't already done so. Students should come prepared to apply by completing the Pre-Application Checklist available at <https://collegegoal.az.gov/coordinator-resources>. If you have any questions please call (Site Coordinator Name, Title), at (Phone number). Thank you in advance for your support of this exciting initiative to encourage all (Name of High School) students to make college a part of their future.

Email Blast Message Example

Dear Parent,

Higher Education is the key to your child's future. Higher Education can be anything from the military, a one-year certificate or a four-year degree and beyond. Because there are so many kinds of colleges and degrees, college can be a reality for everybody.

November XX-XX is Arizona College Application Campaign at Your Name High School. Throughout the week teachers, counselors, and volunteers will help students get started on the path to college **by helping them fill out at least one college application.** Students should come to school that week knowing where they want to apply, and be prepared to complete an application by bringing the necessary information like ACT scores, Social Security Number.

This is an amazing opportunity! Please encourage your child to participate and help them do some research on colleges, degrees, and professions they are interested in. For more information, visit www.YOURSCHOOLWEBSITEHERE.com or contact (site coordinator) at (contact information).

(Your Name)
(Your Title)
(School Name)
(Contact Information)

Promoting a College-Going Culture

“I Applied” Wall

Use a large wall in a common area and have students write their name on small pennants with the name of the school to which they applied (you can download this file from our website, <https://collegegoal.az.gov/coordinator-resources>). As the week progresses watch the wall fill up and be a compelling visual of how many applications are being submitted by your students.

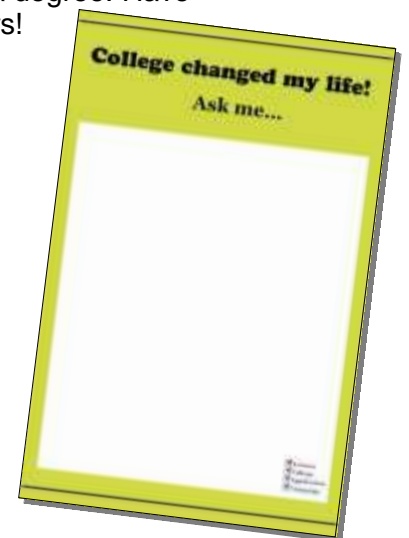


Door Decorating Contests

Encourage teachers and other staff, with help from their students, to decorate their classroom or office doors to reflect the colleges and/or universities where they earned a degree. Have contests between classrooms with prizes or bragging rights for the winners!

“Ask Me!” posters

College and Career Goal Arizona has printed large “Ask Me!” posters (11”x17”) that teachers can add the name or logo of their alma mater and hang in their classrooms to prompt discussions about college with students. These posters are available to order at no charge from the Arizona Commission of Postsecondary Education.



Announcements

Use daily morning announcements, announcements between classes, or school-wide video announcements to promote your AzCAC Campaign, having SBO's or other students involved in these messages can help get your entire school excited about the AzCAC events. Utilize your school marquee, if you have one.

Other Pre-Event Activities

Widely publicize students' college application success, incorporate the yearbook staff or school newspaper writers to interview seniors about their college plans; publish these interviews in the school paper, some schools have even created a special section in the school newspaper that gives the names of seniors and their prospective colleges announcing applications submitted and acceptances.

Provide pre-college application activities for **all students** in your school prior to and during Arizona College Application Campaign. You may organize workshops or information nights for parents and families, discuss AzCAC during homeroom/advisory with students, or during the actual College Application Week. You can find templates for some of these activities included in the Appendix. Some examples include:

- **9th grade:** Decision making, learning styles, study habits, HS transcript and academic planning, connection between school and careers, how to qualify for a scholarship, colleges and the degrees offered, college admission criteria, etc.
- **10th grade:** Progress check, extracurricular activities, earning college credit during high school (AP, IB, Dual Enrollment), world of work, college costs and ways to pay, college visits (online), PSAT, etc.
- **11th grade:** Money management, finding scholarships, admission process, college entrance tests, preparing to apply, writing personal statements and essays, etc.
- **12th graders who have already applied to college or joined the military:** FSA ID, FAFSA application, searching and applying for scholarships, resume writing and job hunting, helping other students complete and submit college applications in a peer-to-peer model.
- The Federal Student Aid Office at the US Department of Education has **grade-level checklists** and research tools to help students become academically and financially prepared for postsecondary education here. These checklists and resources can be utilized in classroom preparation activities: <https://studentaid.ed.gov/sa/prepare-for-college/checklists>

Incorporate College Application Activities into the Classroom

- Ask English teachers if they would be willing to coordinate a writing workshop for personal statements or essays, or ask them to assign a college application essay, personal statement, or a scholarship essay as homework prior to the event. Students should be able to research the prompts on the college applications or scholarship applications to which they are interested in applying. Teachers can go over correct grammar and language to use on a college application. Additionally, stress the importance of using appropriate email addresses.
- See if Civics or Social Studies teachers will lead a college match lesson where students research and identify schools that are a good fit to their academic records and goals. Educated citizens are more likely to vote and be engaged in their communities.

- Ask Math teachers if they would be willing to do a lesson on calculating financial need and repayment options. A critical component to a student being an informed consumer is having an understanding about the cost of attending college, the financial aid that is available, and what, if any, repayment students will need to do. Investigating average salaries of students who graduate with their major is an important piece of the research.

Guest Speaker / Assembly

Engage a local community leader, district superintendent, or a recent graduate from your high school who is attending college to speak with your senior class about the importance of attending college, and the importance of applying early. Ask the speaker to encourage students to take advantage of the College Application Campaign event that will be hosted at their school to complete these processes.

Using a performing group from your high school, or inviting a community or college group to perform, can also bring excitement to this event.

Giveaways

Teenagers love winning free stuff! Ask colleges or universities to donate promotional items (pennants, t-shirts, hats, pens, lanyards) you can give out as prizes. Local businesses could also provide gift certificates, small gift cards to restaurants, or items a student can use their first year of college (coffee maker, small dorm-appropriate appliances, compact storage solutions, XL twin sheets, etc.).

SECTION 4: AzCAC IN YOUR SCHOOL

During Your Arizona College Application Campaign

The Arizona Commission of Postsecondary Education will provide the following materials to each participating site at no cost, contact jsloan@azhighered.gov for an order form.

College Application Campaign Banner

This durable, vinyl banner is 8 feet x 3 feet with grommets around the edge for hanging. It should be displayed in a prominent area of your school, inside or outside.



“College Bound” wristbands and stickers

Similar to the “I Voted” stickers received on Election Day, these stickers will be provided to each participating student to proudly display their accomplishment—they applied to college!

Arizona College Application Campaign Methods

There are as many different ways to run AzCAC as there are high schools, depending on the number of students, the type of student, and the support and resources available to you, you may need to tweak these ideas, or come up with your own, for AzCAC to be successful in your school. That is totally and completely okay. The following are suggestions only, please select the program model that will work for your school.

The Advisory/Core Class Method

The most popular method for Arizona College Application Campaign is to use core classes—usually English—and bring those students to the computer lab a class at a time to participate in AzCAC. This is the easiest to plan, but you may run into some resistance from English teachers who are displeased with yet another event taking up their instruction time.

The By Institution Method

On this day you will have reserved computer labs and classrooms for your seniors. You will break the day up by institutions. For example, on November 15, 2017 from 8:00 – 9:30am the labs will be used for students applying to In-State Institutions, from 10:00 – 11:30am students will be applying to Out-of-State Institutions, and so on and so forth. Counselors will excuse students applying to that institution on a designated day/time. This type of method will be the easiest for your school to schedule college reps and it will maximize their time

The District Method

This method is most successful with rural districts. You may only need one or two days for your event if you have a small number of seniors enrolled. Using a district-wide team, which includes outreach personnel and other available district officials, participating individuals will provide support and encouragement to your students when university/college reps might not be available to participate in the event. This can maximize your ability to reach the seniors at all district schools. For your students who are not applying to a four-year college or university, community colleges, vocational and technical/trade schools and military service are all considered to be a postsecondary experience and a part of the event. Be sure to try to include representatives from these areas for your students as well.

Other Options

None of these options are required, each school is different, different student body demographics, different geographic hurdles, and different levels of available resources and volunteers. **Find a method that will work for your school**, and make tweaks along the way. Your second, third, and fourth years participating in AzCAC will probably be more successful as your site team figures out the method that will work the best to meet the needs of your students.

Schedule of Events

To keep your school team, administration, teachers, other staff, and volunteers on the same page throughout your College Application Campaign event, we recommend printing out and distributing a detailed schedule of what will be happening where and when in your school. Here are a few examples from previous years.

Here is a step-by-step plan created by past Site Coordinator, Renell Heister, former Head Counselor at Winslow High School. This process was found to be successful:

1. Scheduled one day event
2. Designed school day around AzCAC
 - 9th graders – NAVIT/NPC programs
 - 10th graders – AzMERIT math or Aspire
 - 11th graders – ASVAB
3. Recruited community volunteers and college reps
4. Promoted event: local papers, parent newsletters, banners/posters, Facebook, Twitter
5. Prepared seniors ahead of time via ECAPS
 - Created MEID
 - Completed pre-application data collection sheet (SSN's imperative)
 - Researched colleges, admission criteria, majors, etc. – students' listed their top 3
6. Grouped students into 8 computer labs based on college choices; provided transcripts and fee waiver forms
7. Provided steps/protocols and college application links to facilitators; training meeting at 7:00 AM day of

8. Asked facilitators (teachers, community members, college reps) to evaluate the event; made changes the next year
9. Improvement!
 - 2013: Just over 70% of seniors submitted an application
 - 2014: More than 90% of seniors submitted a college application during AzCAC

Here is a step-by-step plan created by past Site Coordinator, Dolores Ramirez, Instructional Counselor at Central High School. This process was also found to be successful:

1. Identify and engage stakeholders:
 - Principal, faculty, staff, students, community businesses, community support organizations
2. Planning and Preparation:
 - Logistics – book computer labs, adjust schedules
 - People – guests/motivational speakers, admission staff, volunteers, faculty and student government or student interest groups (CHS used a ratio of 1 adult for every 5 students)
 - Students – senior assemblies, increase awareness of postsecondary options, learn college-going vocabulary, prep sheets
3. Resources and Implementation:
 - Talk to your peers and use readily available local resources
 - Online resources
 - Admissions staff and volunteers – local Vocational Schools, community colleges, public and private universities, parents, high school alumni, Be a Leader, GEAR UP, AzCAN, local churches, civic clubs, etc.

How Volunteers can Support the College Application Campaign

Although familiarity with the college application process is a plus, it is not required for someone to fulfill a useful task and have a meaningful volunteer experience at a participating Campaign high school. Here are a few ideas for utilizing volunteers:

- Posting directional signs in the school for the event. Good signage is key to reminding students of the event and getting them to the right place.
- Greeting students as they arrive to the computer lab.
- Monitoring printers to ensure that any applications that need to be printed remain in order and replenish the paper supply as needed.
- Sharing personal college experiences with students.
- Reminding each student to complete the online student report at the end of their application.
- Handing out materials to students after they complete their college application(s) such as a sticker or wristband, a “I Applied...What’s Next?” handout, and a reminder to attend the College Goal FAF\$A event held in your area.
- Congratulating each student on applying to college and encouraging students to share their experience with other classmates.

Preparing your Volunteers

Having enthusiastic, trained volunteers assist with your event will make both the planning and implementation processes go much smoother. Here are a few ideas for recruiting and designating your volunteer team.

- Collect names and contact information (email, phone number) as well as the dates/times each volunteer is available.

- Ask volunteers questions to determine their area of expertise in helping with your event. A bi-lingual volunteer may be useful for your school's demographic.
- Make sure volunteers have met any school requirements to be allowed on campus, make nametags or walk them through a school sign-in process.
- Finalize a list of volunteers and their assignments
- Send out a schedule and updates or reminders to your volunteers with specific instructions on the date, time, and their designated tasks; encourage volunteers to wear college gear (shirt, hat, etc.) while they are in your school.
- After your event is complete, send each volunteer a note of appreciation for their time and effort in supporting a successful AzCAC event at your school. There is a sample Thank You letter for volunteers included in the Appendix.

SECTION 5: DATA COLLECTION & REPORTING

Data, data, data! The Arizona Commission of Postsecondary Education has created a short 10-minute (or less) online report for students to complete prior to leaving the computer lab. From this student report you will know how many and what applications each student has filed both before and during the AzCAC event. You will know if the applications are completed, if transcripts or application fee payments are pending. This report will also summarize the percentage of your students going to public universities, community colleges, out-of-state schools, etc. This is valuable data you will want to share with your administration, community, stakeholders, school board, etc.

The goal is to have 100% of participating seniors submit their student report data.

We request that you provide to the Commission the following data to complete our summary for the event:

1. Number of seniors in this class/cohort
2. Number of seniors who attended your AzCAC event
3. Number of seniors who submitted applications prior to your AzCAC event
 - a. Number of applications submitted prior to your AzCAC event
4. Number of seniors who submitted applications during your AzCAC event
 - a. Number of applications submitted during your AzCAC event
5. Number of seniors who submitted their very FIRST applications during the AzCAC event
 - a. Number of first-time applications submitted during your AzCAC event

Plan to use an incentive for completing the student exit report; ACPE will supply wrist bands and stickers, but additional incentives or prizes are always better. Your data will only be as good as what the students deliver, and they get in a hurry towards the end of the session. In past years some site coordinators received this feedback from only 58% of their seniors, 42% of outcomes were unknown because the report was not completed.

If students are unable to complete an application in one sitting and must return to complete it you should have them submit the student report only after their final time at the computer; this will allow an application to be completed and the data will be reflective of the student's application filing.

Your school or district IT professional should test the student report link (SurveyMonkey) the week before the event to ensure there are no firewall or other blocked website issues for Survey Monkey or college/university websites. Bookmarking websites on each computer such as the student report, college or university application pages, etc., can help your event be successful.

Some high schools have found it extremely useful to print the student report questions before the day of the event so that students could see the questions before-hand, leading to much quicker completion at the end of the event.

An example of the type of summary report each partner high school will receive can be found in the appendix. The report will be customized for your school based on student responses. This will give you an idea of the important way this data can be used in the future development of AzCAC, and a way of measuring and sharing your school's success.

SECTION 6: MEDIA, PR, AND SOCIAL MEDIA

As a state-wide campaign we are able to gain much more public support and momentum through strategic and unified public relations, press releases, and communication. Coordination of local and state-wide media will generate the support and awareness from government, businesses and the community. Prior to any media efforts, please double check your school or district media policy and contact a school or district public relations professional, if applicable.

Please always abide by school and district media and social media policies.

Press Release

Contact your local media to inform them of your College Application event. If school policy allows, invite them to be a part of your program. Media coverage will help students, families, and the community recognize the importance of this program for your school and students. If your school or district has a public relations specialist, utilize them to help your press release get through the proper channels.

Media Coverage

The Arizona Commission for Postsecondary Education will coordinate any state-wide media coverage including print (state and local newspapers), online, radio, and television. Individual schools and districts are welcome to contact and speak with media regarding their College Application Week events, please make sure to follow any district or LEA media policies and rules. ACPE has provided a short paragraph of press release verbiage that includes details about the national and state-wide campaign; we ask that schools include the following information in any communications with media.

About Arizona College Application Campaign

Arizona College Application Campaign (AzCAC) gives every high school senior in participating schools the opportunity to apply to college or a postsecondary experience during the school day. Now in its fifth year, AzCAC is in 40 schools across the state, primarily Title I schools. AzCAC focuses on first-generation and low-income students who may not otherwise consider themselves college material, the Campaign is structured to provide resources and support to those students and their families. The Arizona College Application Campaign takes place during the month of November, is coordinated by the Arizona Commission of Postsecondary Education, and is part of the American College Application Campaign (a national initiative of the American Council on Education).

Social Media

Social media is one of the easiest and quickest ways to share information, photos, and updates on your Arizona College Application Campaign event. Please see the following pages for some basic instructions on how to use social media, examples of Facebook, Twitter, and Instagram posts, and the College and Career Goal Arizona hashtags, **#AzCAC**, **#C2GA** and **#I Applied**. For media-savvy schools or districts, utilizing your own high school hashtags can help further brand your AzCAC program. **Follow us at www.facebook.com/collegegoalarizona or www.twitter.com/collegegoalAZ.**

Photo/Video Release Forms

If you are planning to use students' likeness via photo or video images, please have them or their guardian sign a photo release form and keep it on file. We have included examples of a Photo/Video Release form in the Appendix. Many districts have specific forms or processes for a video/photo/media release; always follow your school or district policy first.

Arizona Governor Declaration

In November 2016 Governor Douglas Ducey declared the month of November College Application Campaign Month (see below). We anticipate this declaration again for 2017. This request will be handled by the Arizona Commission of Postsecondary Education and can be found in the Site Coordinator resources page of the College Goal Arizona website.

Arizona College Application Campaign Proclamations

A mayoral proclamation for your school's event is a wonderful complement to the Governor's proclamation. If there are multiple schools or districts within your city limits implementing an event, be sure to coordinate with them so the proclamation is accurate and reflects all participating schools. An example can be found in the appendix.

School District Proclamation

Discussing Arizona College Application Campaign at school board meetings in September, October, and November will bring a lot of publicity to your events and likely garner more support from the district. Students may attend the meetings and present short speeches on the importance of college in their lives, and how having this program during the school day has helped understand better the timing and necessity of applications and financial aid. Ask your district office or liaison what protocol must be taken to get on the agenda for a School Board meeting. Your school district foundation may be able to set aside some funds to help high-need students pay college application fees, where necessary.

Additionally, a district-wide proclamation of Arizona College Application Campaign can spread awareness throughout the community and the elementary and junior high/middle schools. A School District proclamation can have a district logo, high school logos, and/or the Arizona College Application Campaign logo, or be printed on official district letterhead or proclamation letterhead, if available. An example can be found in the appendix.

SECTION 7: AzCAC CHECKLISTS (Before, During, After)

Week Before AzCAC Checklist:

- ☐ Ensure the AzCAC student exit report website is bookmarked and accessible at each computer station. Make a final check for student report transmission to the ACPE for data collection.
- ☐ Make sure each computer station (or AzCAC student folder) has a copy of the websites for Arizona's public universities, community colleges, and other postsecondary institutions.
- ☐ Make sure each computer station (or individual AzCAC student folder) has a copy of the steps students should follow for the day of the event. (Student Day Of Instructions)
- ☐ Provide each student with an unofficial copy of their transcript (include in AzCAC folders, if applicable) to help them answer application questions on academics. If ACT/SAT scores are not on their transcript, provide a way to verify those scores for students.
- ☐ Provide volunteers/counselors at the check-in table of each computer lab with a roster of all seniors so attendance can be confirmed and recorded.
- ☐ Confirm volunteer, staff, and other attendees will be present during assigned shifts.
- ☐ Where applicable, pre-sign Arizona Public University Application Fee Waivers for eligible students.
- ☐ Confirm all promotional materials have arrived (banner is hung, students and wristbands ready to distribute to students, other promotional or donated materials ready for giveaways)
- ☐ Remind teachers, counselors, administrators, and staff of the schedule for AzCAC and all planned activities. Ask them to wear college clothing during the days of the event.
- ☐ Create process to track transcript requests for students to complete application process.

Day of AzCAC Event Checklist:

- ☐ Make sure all staff, students, college personnel, and volunteers have copies of the instructions for students to follow for the day.
- ☐ Keep phone numbers for administration, school district, IT, ACPE, admissions, staff on hand to quickly problem solve any application questions or computer issues.
- ☐ Welcome your volunteer and resource personnel confirm assignments.
- ☐ Use printed class rosters to take attendance and track participation.

- ☐ Check with ACPE mid-morning to ensure the student report information is being transmitted and received. Phone: 602-258-2435.
- ☐ Prior to distributing stickers, wristbands, or giveaways, ensure online student report was submitted.

AzCAC Event Follow-Up Checklist:

- ☐ Ensure all transcript requests are fulfilled and sent to postsecondary institutions
- ☐ Provide make-up opportunities for students who were absent or who did not complete an application.
- ☐ Compile data on how many students participated and how many applications were submitted; send this information to ACPE for national reporting purposes.
- ☐ After receiving high school student summary report from the Commission, please review it carefully. Reach out to students who have tasks left to complete for their application(s).
- ☐ Share the data and infographic within your school, district, and community. Utilize a school or district public relations or media professional to craft and share a post-event press release (a template for this is included in the Appendix).
- ☐ Send Thank You notes to all volunteers and school personnel (template found in Appendix).
- ☐ Meet with your AzCAC team to discuss what went well, what areas can be improved, and make some notes and preliminary planning for next year's event! The sooner after your AzCAC event the better for this debrief meeting, while everything is still fresh in your mind.